



November 2007 PDU Web Connect Newsletter

What People are Saying About PDU Web Connect

Just wanted to let you know that our PDU Web Connect website www.OrlandoAwards.com is up and running and has been a HUGE success so far. We've only been active for a month or so and the orders are already coming in bunches.

Also, the PDU support people have been great when I have had a problem or question about the site. They have a guy named Steve who has been especially helpful. He is really on top of his game. If you can pass my praise on to the appropriate person/people, I would really appreciate it.

Thanks,
Chris Lamb
AAA Trophies, Inc.



PDU Web Connect™ Is A Hit!

Some Web Connect customers have generated THOUSANDS of dollars in orders over the short time they have had their Web Connect site. Many sites are receiving as many as 20 to 30 "hits" per day and have had hundreds of visitors click on their site.

How Is Your Site Doing?

You want to get people to visit your site so they can see and order your products. To increase the number of visitors to your site, people need to know about your Web Connect site. Here are some tips on how to maximize the number of visitors to your Web Connect site –

- Advertise, Advertise, Advertise – As with your retail store, people won't visit your site unless they know it's there. Be sure to advertise your site in the local on-line yellow pages, on your business cards, receipts, company literature and any other place where you can let people know that you have an on-line store.
- Show Web Connect site in your store – (insert photo here) Set up a computer in your showroom so people can see your Web Connect site when they're in your store. Don't let people leave without showing them how the site works and giving them your card with your Web Connect address on it.
- Keep your site up-to-date – You know how important it is to keep seasonal items in front of your customers in your showroom. Did you know you can move your hot seasonal items to the home page of your Web Connect site? For more information on how to adjust the products on your site, click on the "Click Here For Live Help" button once you have signed in to your Web Connect site.
- Is your pricing competitive? – Customers can get prices directly from your site. Are your prices competitive? You may want to think about offering "On-line Specials" for customers who visit your site. Since your Web •Connect site provides a bill of materials, you are saving time and money when customers order through your site. You may want to pass some of these savings on to your on-line customers.
- Personalize your site with information about your store, company history, store hours, services you offer and other items that will set you apart from other award retailers. The information can be added to the "More Information" section found at the bottom of the home page. For details, click on the "Click Here For Live Help" button once you have signed in to your site.

Bottom line – your Web Connect site is a sales tool just like a flyer or ad. The more people who know about your site, the more successful your Web Connect site (and YOU) will be.

New Products for Fall

PDU has released a number of new products for Fall. Be sure not to miss the new Action Color figures, full color 8” resin figures available in Football, Cheer and male and Female Soccer. PDU has also recently released two new crystal products (Obelisk and Everest). These elegant new items make outstanding corporate awards and will be a welcome addition to your product line.



Crystal Everest
84049 - 9”
84048 - 8”
84047 - 7”



Crystal Obelisk
86012 - 12”
86011 - 11”
86010 - 10”



60401GS
Soccer, M



60402GS
Soccer, F



60500GS
Football



60506GS
Cheer

Did you know?

You have the ability to sell non-PDU items on your Web Connect site! You can upload information and images of your products to your website, and your customers will be able to pay for these items through your shopping cart! To add products to your site, sign-in and click on the “Custom” button at the top of the site and follow the directions.

You can now select your own items to be included in the “Hot Items” and “Sport Groups” sections that are displayed on the vertical menu on the home page. You can also choose the products you want to list in the top horizontal menu. Click on the “Pages” tab and go to “Hot Items” or “Sport Groups” to make changes to these pages.

You can also add your own images to the center area of the home page as well as show special sections such as resins and dog tags. Click on the “Pages” tab and go to “Home” on the left drop down menu. To insert photos, click on the Image Manager button (the button contains a mountain and sun) and go through the steps of inserting a photo. The photo must be less than 250K to go up on the site.

You can upload photos of your shop, shots of popular custom products and other photographs on one or all of your 5 Informational Pages. The links to your custom page will appear in the lower right hand section of the site entitled “Informational Pages”. You can change the name of the page in the “Page” tab customers will know what it on each page. To see what one Web Connect Customer has done on their custom pages, visit <http://www.besttrophiesonline.com> and click on one of the “More Information” pages at the bottom of the site.

When you indicate that an order as “Completed” on the ORDERS page, your site will automatically sends an email to the customer.

PDU has acrylic, crystal and resin engraving templates available at PDUdealerresources.com. These templates make it easy to engrave PDU products. For more information, visit http://dealeralliance.com/dealer_resources/ENGRVTemplatesApril2007/.

PDU Engraving Templates

PDU makes available vector based templates for use with PDU Acrylic, Resin, Crystal and Glass products.

These templates take the guess work out image and text placement.
With these templates you can layout your text and images scaled to the design of the specific product.

Import the templates into your program of choice including Corel, Illustrator, and Adobe Photoshop.
The templates are formatted as .eps files which can be used with these as well as other widely used graphics programs.

The templates are available for download by Part Number.

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